



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Human Resource Management /
Communication Skills

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Determine hiring needs.
2. Recognize/reward employees.
3. Orient new employees.
4. Write informational messages.
5. Provide directions for completing job tasks.

EVENT SITUATION

You are to assume the role of human resources manager for DALLAS COWBOYS STADIUM. The event organizer for the stadium (judge) has asked you to create a human resources strategy for an upcoming event.

A recent hurricane in the Gulf of Mexico has caused extensive damage to Reliant Stadium in Houston, Texas. The organizer of a major country music concert scheduled there for three months from today wants to relocate it to DALLAS COWBOYS STADIUM. The popular event will definitely sell out. You will need to provide staff for the event.

The event organizer (judge) has asked you to develop:

- an assessment of needed employees to work an event
- an advertisement for any required full- or part-time position(s)
- a strategy for orienting new and existing employees before the event

You will present your human resources strategy to the entertainment event organizer (judge) in a role-play to take place in the organizer's (judge's) office. The event organizer (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the event organizer's (judge's) questions, the event organizer (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of entertainment event organizer for DALLAS COWBOYS STADIUM. You have asked your human resources manager (participant) to create a human resources strategy for an upcoming event.

A recent hurricane in the Gulf of Mexico has caused extensive damage to Reliant Stadium in Houston, Texas. You are the organizer of a major country music concert scheduled there for three months from today want to relocate it to DALLAS COWBOYS STADIUM. The popular event will definitely sell out. The human resources manager (participant) will need to provide staff for the event.

You have asked the human resources manager (participant) to develop:

- an assessment of needed employees to work an event
- an advertisement for any required full- or part-time position(s)
- a strategy for orienting new and existing employees before the event

The human resources manager (participant) will present the strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the human resources manager (participant) and asking to hear his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What previous kinds of events at DALLAS COWBOY STADIUM will you use as a guide for the number of employees needed for this major concert event?
2. What are the best communication channels for advertising for employees to work at the major concert event?
3. How can we maintain a data file to keep track of good employees whom we may want to hire for future events?

Once the human resources manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the human resources manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

SEM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Determine hiring needs?

Little/No Value

0, 2

Attempts at determining hiring needs were inadequate or weak.

Below Expectations

4, 6, 8

Adequately determined hiring needs.

Meets Expectations

10, 12, 14

Effectively determined hiring needs.

Exceeds Expectations

16, 18

Very effectively determined hiring needs.

2. Recognize/reward employees?

Little/No Value

0, 2

Attempts at recognizing/rewarding employees were inadequate or weak.

Below Expectations

4, 6, 8

Adequately recognized/rewarded employees.

Meets Expectations

10, 12, 14

Effectively recognized/rewarded employees.

Exceeds Expectations

16, 18

Very effectively recognized/rewarded employees.

3. Orient new employees?

Little/No Value

0, 2

Attempts at orienting new employees were weak or inadequate.

Below Expectations

4, 6, 8

Adequately oriented new employees.

Meets Expectations

10, 12, 14

Effectively oriented new employees.

Exceeds Expectations

16, 18

Very effectively oriented new employees.

4. Write informational messages?

Little/No Value

0, 2

Attempts at writing informational messages were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately wrote informational messages.

Meets Expectations

10, 12, 14

Effectively wrote informational messages.

Exceeds Expectations

16, 18

Very effectively wrote informational messages.

5. Provide directions for completing job tasks?

Little/No Value

0, 2

Attempts at providing directions for completing job tasks were inadequate or weak.

Below Expectations

4, 6, 8

Adequately provided directions for completing job tasks.

Meets Expectations

10, 12, 14

Effectively provided directions for completing job tasks.

Exceeds Expectations

16, 18

Very effectively provided directions for completing job tasks.

6. Overall impression and response to the judge's questions:

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____